Social media is a fast, cost-effective way to disseminate information to a wide audience. It’s become a popular place for researchers and health organisations to share important updates, news, and information with their peers and the public. However, **effectively reaching your target audience requires careful consideration and execution**, especially when communicating important scientific topics that could influence their decision-making and daily lives.

### 11 tips for effective science communication on social media

#### THE BASICS
1. **Define your message and aim.** Do you wish to inform, educate, or persuade?
2. **Define your audience.** Who could benefit and/or would be interested in your content?
3. **Fact-check content and only link credible sources and references.** Look for errors and read the entire article before sharing.
4. **Follow ethical standards and consider the social responsibility of your content.**

#### HIT YOUR TARGET
5. **Select the channel that is frequented by your audience and tailor your content to it.** Blog posts or research articles are preferred on LinkedIn, whereas short impactful videos are ideal on Facebook.
6. **Use clear, concise, and appropriate language** that your target audience understands and can quickly read.
7. **Consider frequency and time of posting.** Post when your audience is active on the platform. Consistency will keep your audience engaged and your content visible.

#### MAXIMISE ENGAGEMENT
8. **Use hashtags, mentions, and links** to engage users, attract interest, and drive traffic.
9. **Include a call to action.** Instruct your audience to follow a link, comment, or share a post.
10. **Interact with your audience and online community.** Respond to comments or DMs, and engage with others’ content.
11. **Adapt to your online community.** Observe shifts in your audience’s social media habits. Analytics are your biggest clue.